2/5/10

In attendance: Steve, Nat, Susan, Dana, Jonathan, Quentin, Mary Anne, Mike, Shannon

Steve met with David Martz at the National Endowment for the Humanities. He was inspired by the CWM sailing story.

He suggests going for the Presidents Grant of $1 million. This has potential to get that, but it has to be of national exposure and significance.

We have to demonstrate nationwide access. For example, web coverage before, during and after the sail. TV cameras on board during the sail.

Perhaps we could get CAMM involved and have an opportunity for all maritime museums to be involved, simulcast, exhibits at their museums, etc.

Can CWM bring exposure to all maritime museums. They can help promote it and it could make them look vital and connected.

We also could just pick a museum from each region instead of trying to get them all involved.

The grant would give access and excitement to the voyage and access in ports.

The funds could allow us to make a packet of info to send to maritime museums, aquariums, schools, etc. Buzz Card.

There is also a planning grant of $75,000 to apply for the Presidential Grant.

Steve will call Paul DeOrsay to pitch the CAMM idea. We could also partner with NB Whaling.

We should get the ferries to follow the voyage as well. Take people on board to view her sailing.

Be free to visit while in port. Charge for evening events. Don’t pair up with other festivals.

Invite someone from NB Whaling to be on entire voyage.

NB can tell whaling story while we are there, or even on board. Collaborate with interpretation while we are in NB.

Reach out to State historic societies of MA, RI, CT and also local historic societies.

Even if NB Whaling is hesitating to get involved, they can’t not do this.

Also while in DC, Steve met with Peter Coan, W/M alum, film editor for National Geographic.

They think a lot of our chances of getting this publicized in film lie in the success of Ric Burns’ documentary.

If it is successful and good, it will help us a lot. He thinks we should focus on PBS. Restoration is key to the story, but can’t BE the story.

The story is about crew, diversity, energy, Azorean culture, etc. We can tell all these little chapters as we get ready for the sail, then revisit them all during the sail.

He thinks Stellwagen is an important story. He wants to hear the story of what happens in the whale boat, not just the whale ship. Man vs. Beast kind of thing, but we have to be careful there.

Also, the Connecticut Society, who promote CT in DC has used a lighthouse as their logo, but they are changing their logo to a whale.

We need a full time project manager to follow-up on all of this and continue to work on it all. Need to figure this out soon.

Build out a master plan, put ideas together and work on logistics. The marketing piece is enormous.

Steve will call DeOrsay and James Russell.

Susan and Jonathan are working on the Doing Team and figuring out functions.

Nat and Claire will look into the calendar for NEH grants.

Quentin reminds us that we still haven’t decided how to treat the whale itself.

The company line is that we are “promoting dialog” but we need to pit it down to be able to move beyond a restoration voyage. Think of the ship as a metaphor for evolving consciousness. Tell the story of the evolution of our view of whales, and how to treat whales. The power of the human experience.

It is an interesting challenge to balance the sound bite world with deep meaningful content.

Should we invite a group of interpreters together to ask how they would tell the story and tap into the talent we have on staff.

We shouldn’t try to tell a definitive story, but allow discord to exist and promote discussion

The bid for the Style Guide and logo came in from Trish La Point at $23,00, more than we were thinking. We need to ask others. MaryAnne will reach out to RISD to see if they have a class that could handle it.

When do we want to build the whaleboats, from what plan and who?

Nat Benjamin, IYRS, NW School of Boatbuilding, Taylor Allen, Lyman Morse, Peter Kellogg fund John Brady, etc?

Good to do it at another museum where people will see them built and get us publicity. Better than a hidden boatyard.

But, if we are raising money to have them built at other places, we should just hire our own guy to build them.

The same opportunity is for sailmakers- Nat Wilson, Wayne Chementi, Picton Castle, etc.

Next Meeting Feb 19 11-12:30.

Build a Master Calendar and figure out staffing up for this.

Shannon will figure out how to organize the calendar meeting.

s